

FIGURE 1

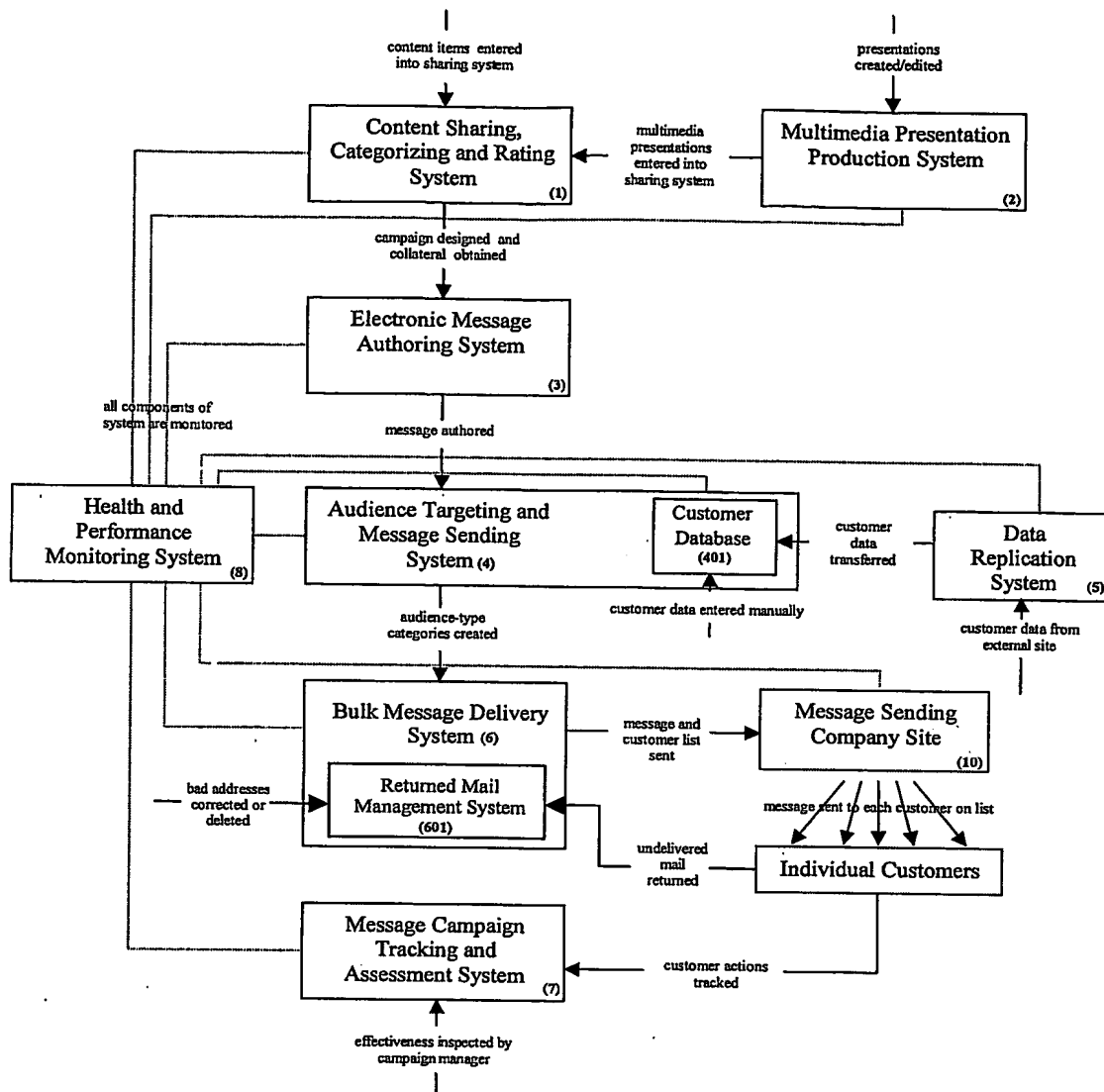


FIGURE 2

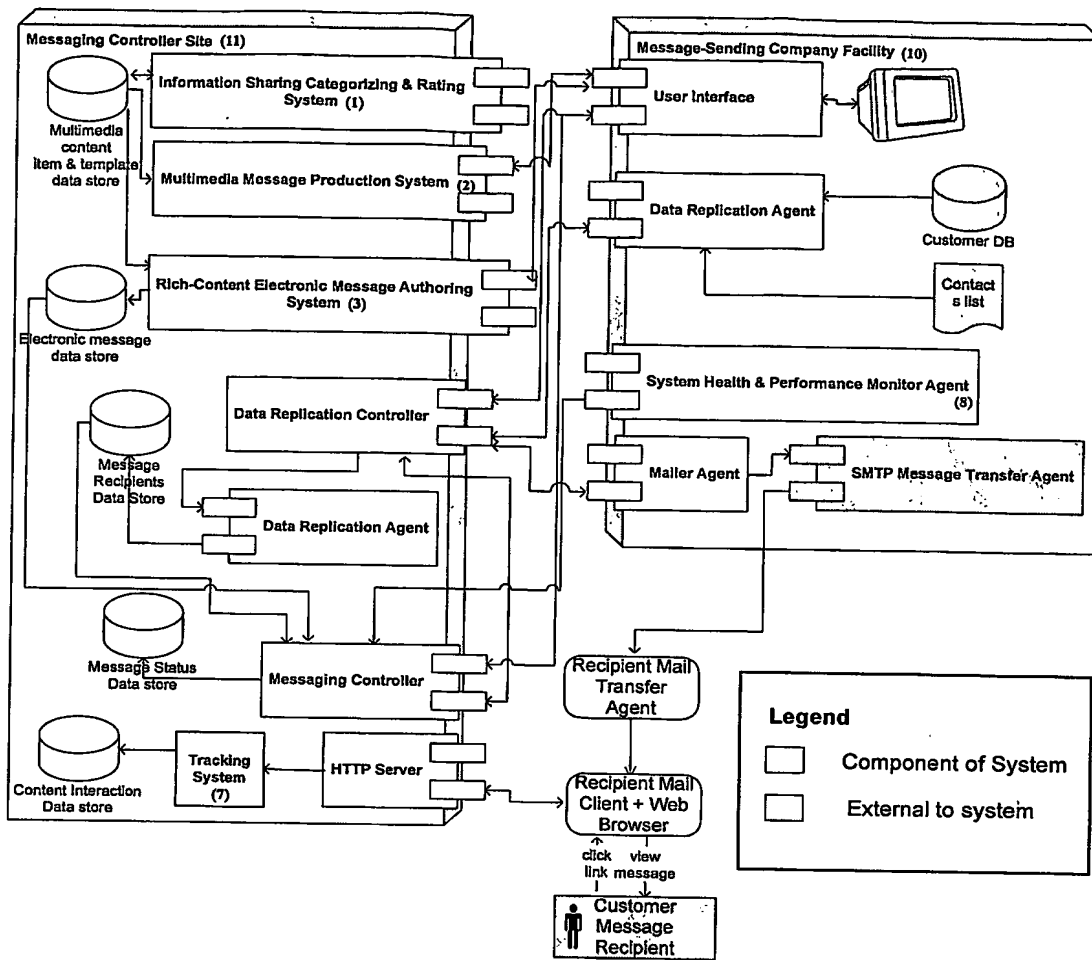
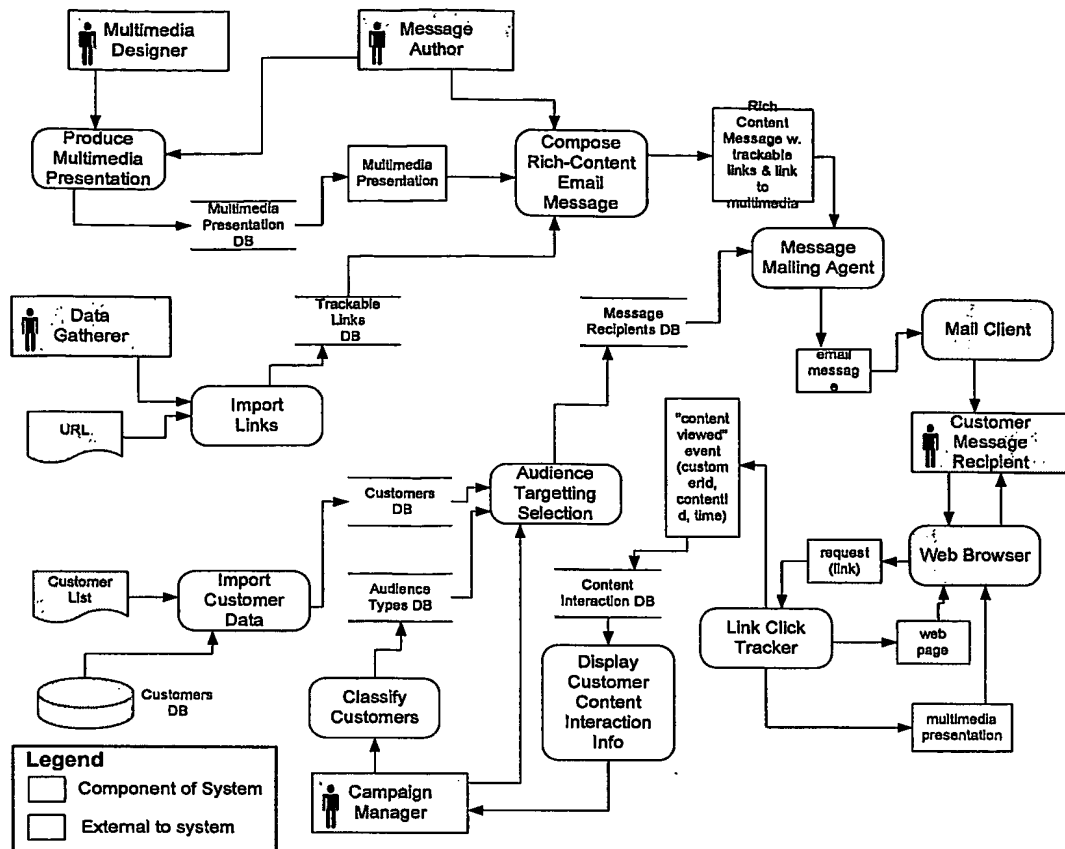
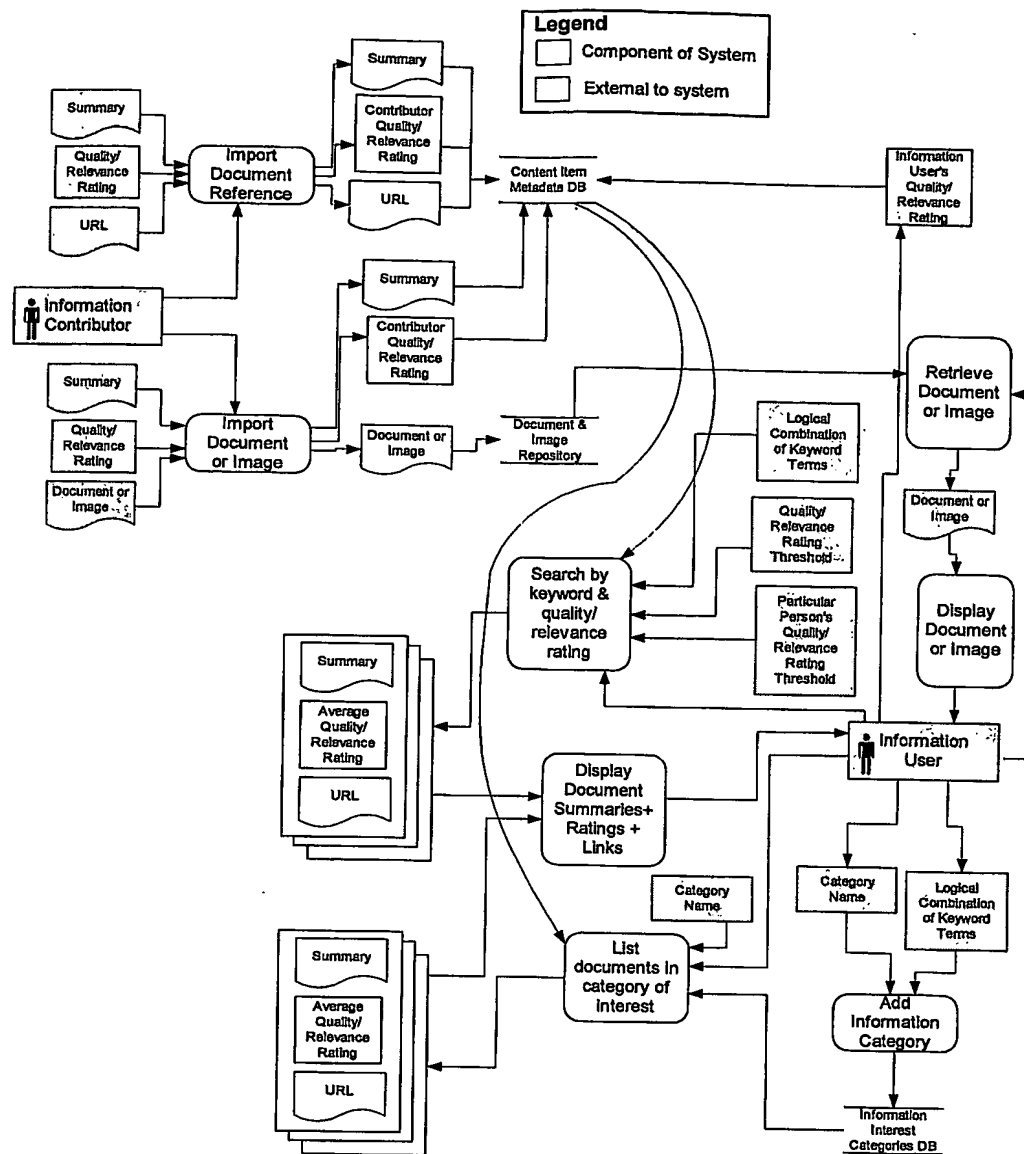


FIGURE 3





**FIGURE 5**

Upload Image - Microsoft Internet Explorer

1 ▶ Title:	Hawaii Beach at Sunset
2 ▶ Location:	hawaii_beach.jpg Browse...
4 ▶ Publisher:	Eric Hawthorne
5 ▶ Abstract:	scenic holiday beach ocean sunset. Pleasant background imagery.
7 ▶ Upload Image	Go!

FIGURE 6

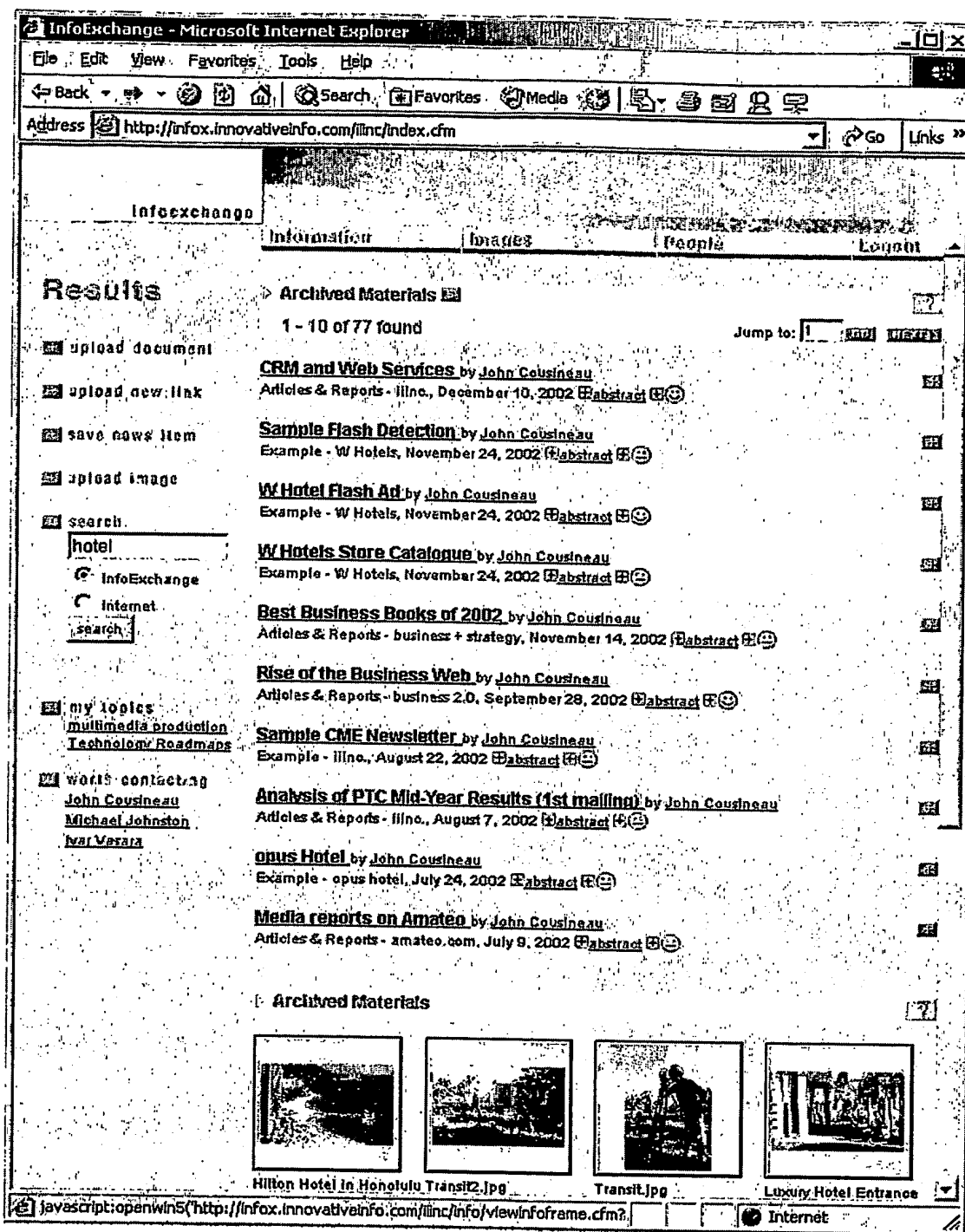


FIGURE 7



FIGURE 8



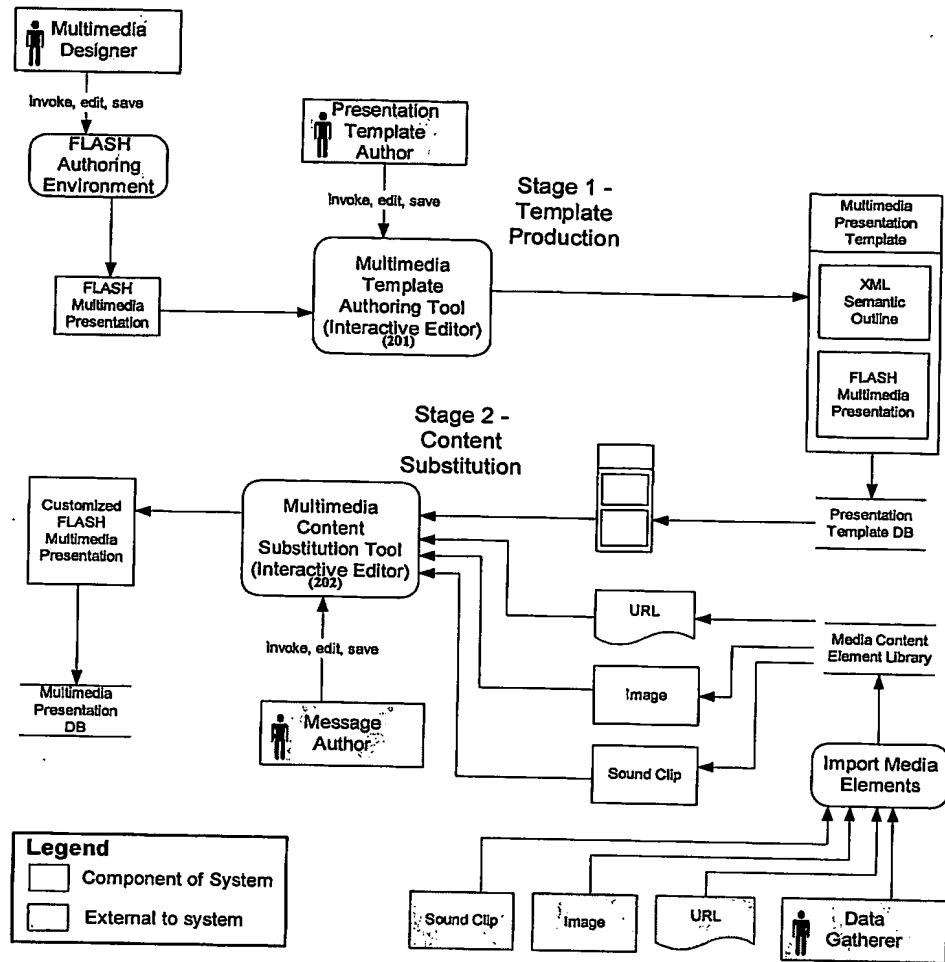


FIGURE 9

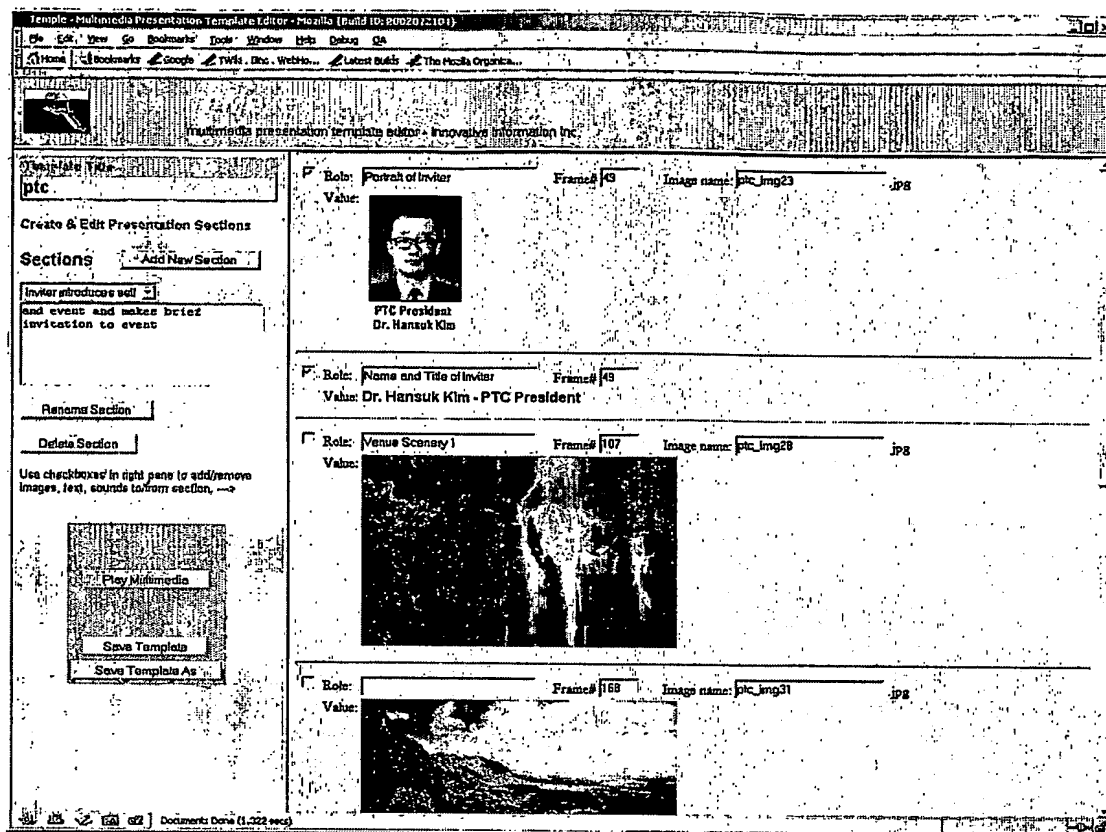


FIGURE 10

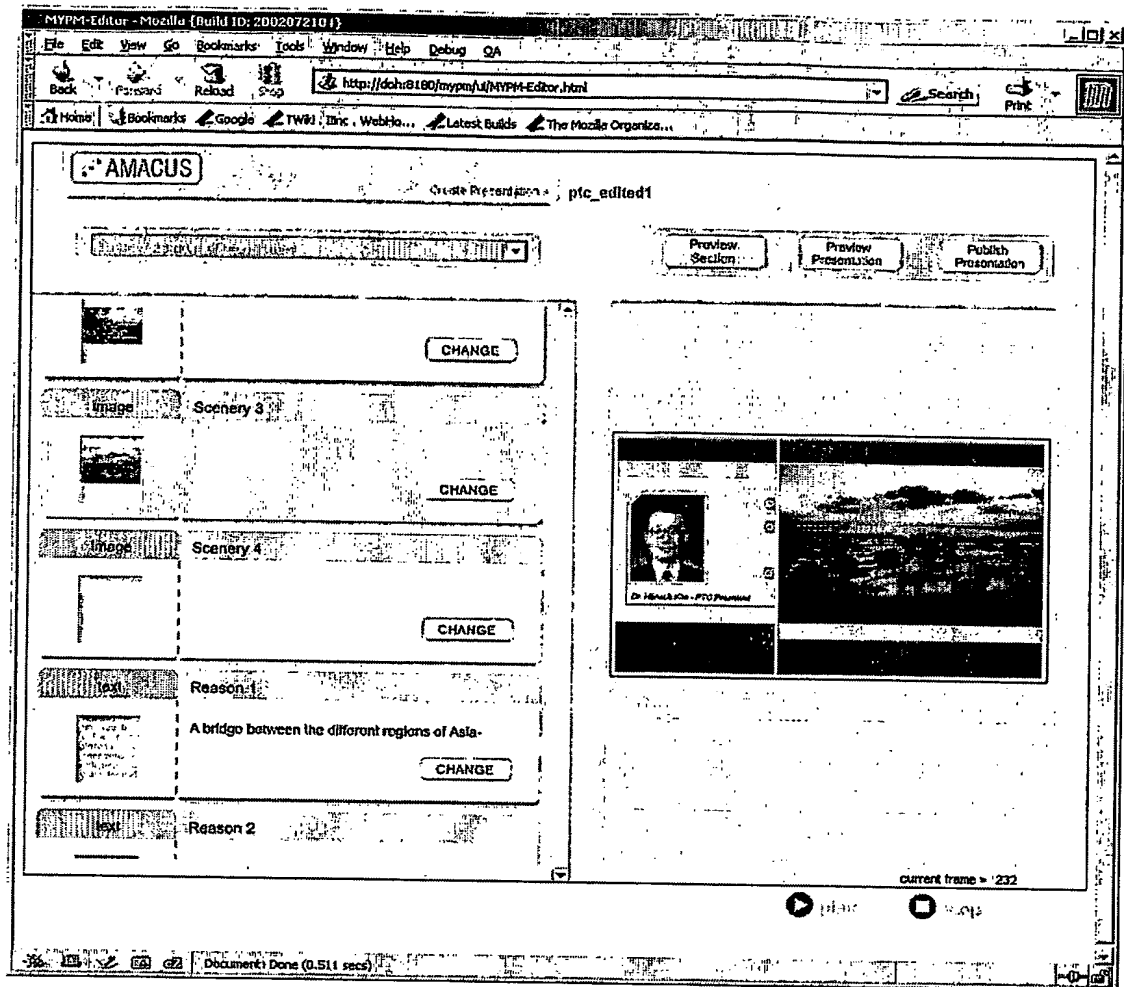


FIGURE 11

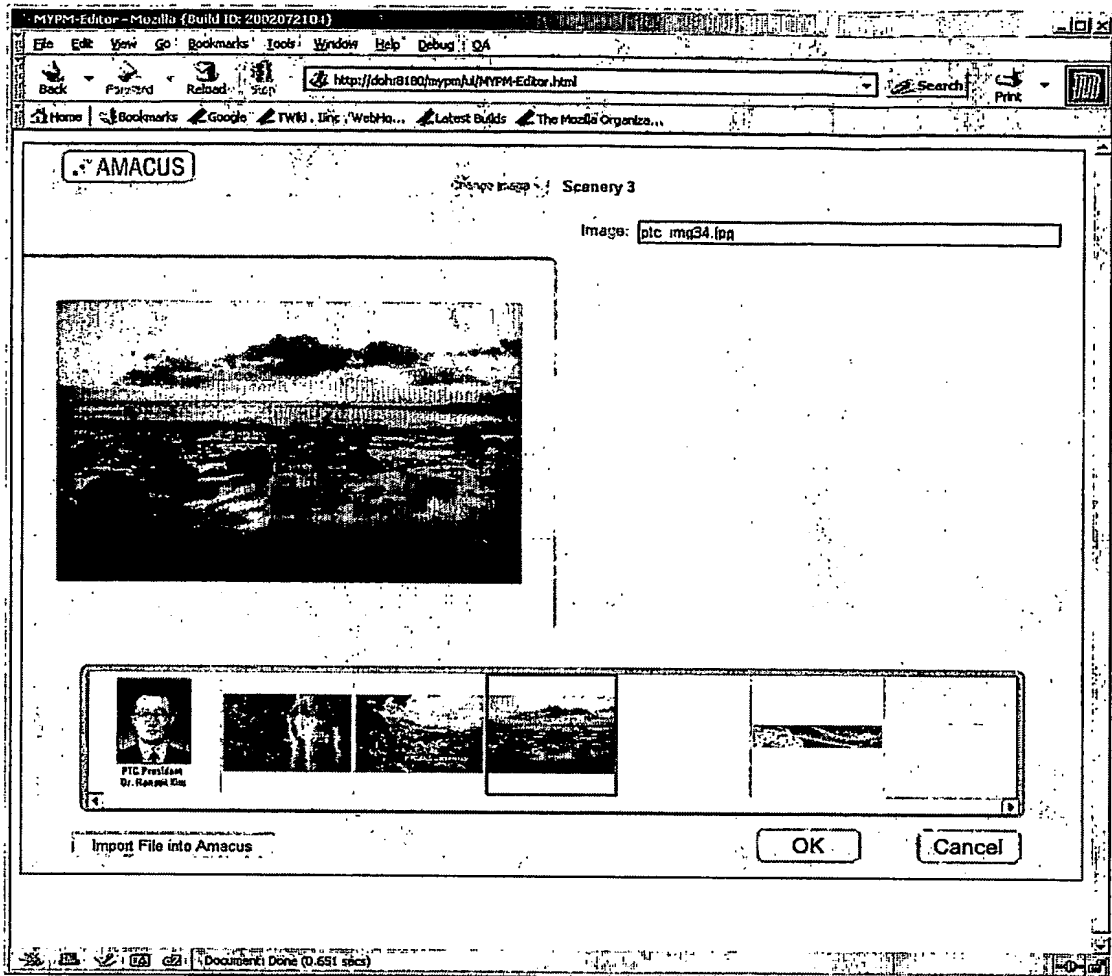



FIGURE 12

http://amacus.innovativeinfo.com/ptc/admin/campaign\_edit\_step2.html

Information Inc. **AMACUS**

Create new campaign (by using prebuilt message)

PTC2003

 **Eat. Drink. Broadband**

**PTC's 25th Annual Conference • Honolulu, Hawaii**

You'll learn more about the future of the telecom industry in two hours at PTC2003, than you can learn elsewhere in a whole day of conferences. Three examples for you:

(a) Dr. Irwin Mark Jacobs, co-founder of Qualcomm Inc. and the company's chairman and CEO will participate in a plenary panel on visions and strategies for overcoming the challenges facing the global broadband industry, in both fixed and wireless communications. [LINK ID=93]Click here [LINK] for details.

(b) Masayoshi Son, president and CEO, Softbank Corp, described by Time Magazine as the "Bill Gates of Japan", will also address attendees at PTC2003. For an overview of his credentials as profiled by Forbes, [LINK ID=104]click here [LINK].

72 - BD & AC Nominations Page

**PTC2003: Global Broadband/Global Challenges**  
Honolulu, Hawaii • 19-23 January 2003

Sign off your message as follows:

your first name:

your full name and title:

your company name:

your phone number:

your cell number:

your fax number:

your company URL:

title for your new campaign:

FIGURE 13

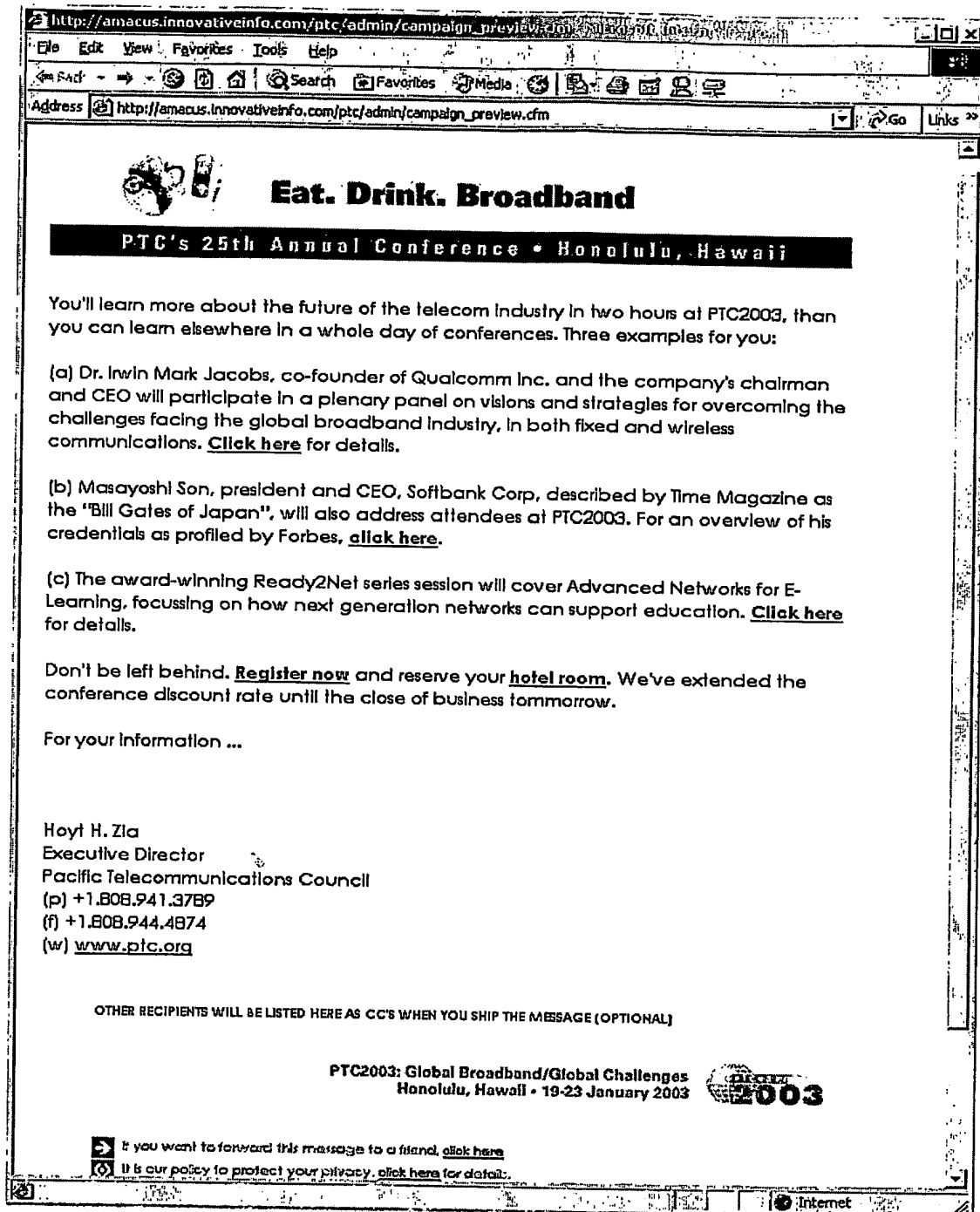


FIGURE 14

Amacus Administration - Microsoft Internet Explorer

Address: http://amacus.innovativetech.com/ptc/admin/index.cfm

Customers: 16 out of 8220 records found.

search by: ☐ name ☒ email

1 - 15 of 19

first name	last name	email	opt out
Stuart	Arshina	<a href="mailto:stuart@ptc.org">stuart@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Puja	Bonias	<a href="mailto:puja@ptc.org">puja@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Usha	Char	<a href="mailto:usha@ptc.org">usha@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Lee	Daxson	<a href="mailto:lee@ptc.org">lee@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Dolores	Fung	<a href="mailto:dolores@ptc.org">dolores@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Debra	Kamealoha	<a href="mailto:debbie@ptc.org">debbie@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Barbara	Karya	<a href="mailto:barbara@ptc.org">barbara@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Paul	Lazler	<a href="mailto:paul@ptc.org">paul@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Laurie	Mkus	<a href="mailto:laurie@ptc.org">laurie@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Sharon	Nakama	<a href="mailto:shakama@ptc.org">shakama@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Chaudine	Naruse	<a href="mailto:chaudine@ptc.org">chaudine@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Richard	Nickelson	<a href="mailto:richard@ptc.org">richard@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Neal	Riel	<a href="mailto:neal@ptc.org">neal@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
Linda	Pistom	<a href="mailto:linda@ptc.org">linda@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>
LaDonna	Smith	<a href="mailto:LaDonna@ptc.org">LaDonna@ptc.org</a>	No <input type="button" value="E"/> <input type="button" value="D"/>

FIGURE 15

Amacus Administration - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media Print

Address http://amacus.innovativeinfo.com/ptc/admin/customer\_group\_add\_customer.cfm

Innovative Information Inc. **AMACUS**

Assign Audience Types: 7 records selected.

Select an existing Audience Type:   or

Add new Audience Type, and assign:

first name	Register PTC2000
Sharon	Register PTC2001
Urs	Register PTC2002
Puja	PTC2003 - Condition - (1) Registered
Stuart	PTC2003 - Condition - (2) Not Registered
Claudine	PTC2003 - Type - (6) Exhibitors
Barbara	PTC2003 - Type - (7) Sponsors
Neal	Customer Optin from sparklist form
	PTC2003 - BDT Contacts - Jim Heberle
	PTC2003 - Type - (9) Last Year's Early Registrant
	PTC2003 - Type (All customer w/o Destiny controllers)

email  
shakama@pto.org  
lisa@pto.org  
puja@pto.org  
stuart@pto.org  
claudine@pto.org  
barbara@pto.org  
neal@pto.org

Done

FIGURE 16



**Amacus Administration - Microsoft Internet Explorer**

Send my campaign to:

**This GROUP OF CUSTOMERS:**  
You must select one or more of these categories (De-select) by holding [ctrl] key.

Customer Optin from sparklist form  
PTC2003 -- BOT Contacts -- Jim Heberle  
PTC2003 -- Condition -- (1) Registered  
PTC2003 -- Condition -- (2) Not Registered  
PTC2003 -- Region -- (1) North American

-->ONLY IF THEY ARE ALSO IN THIS GROUP of customers:  
select more than one category (or de-select) by holding [ctrl] key.  
select none if further group restriction is not required

Customer Optin from sparklist form  
PTC2003 -- BOT Contacts -- Jim Heberle  
PTC2003 -- Condition -- (1) Registered  
PTC2003 -- Condition -- (2) Not Registered  
PTC2003 -- Region -- (1) North American

-->AND ONLY IF THEY ARE ALSO IN THIS GROUP of customers:  
select more than one category (or de-select) by holding [ctrl] key.  
select none if further group restriction is not required

PTC2003 -- Region -- (1) North American  
PTC2003 -- Region -- (2) Other  
PTC2003 -- Type (All customer w/o Destiny controllers)  
PTC2003 -- Type -- (1) Destiny Controllers  
PTC2003 -- Type -- (2) Repeat Customers

--> and ONLY IF they ( ☒ have | ☐ have not )

--> OPENED any of these URLs:  
select more than one url (or de-select) by holding [ctrl] key.

BG & AC Nominations Page  
Exhibitor Contract  
Hotel Registration Form  
ICANN  
Media Center

--> OR they have never received email from Amacus  
☐ Customers to receive their first emailing

FIGURE 17

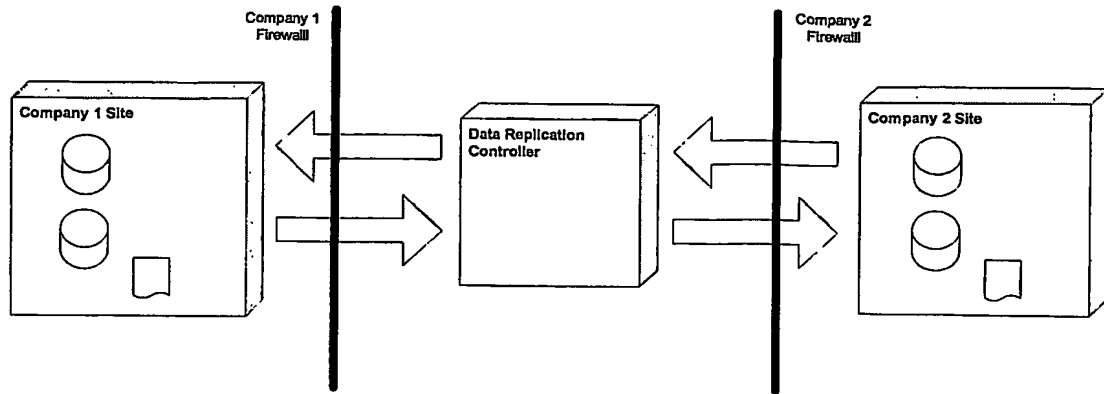


FIGURE 18

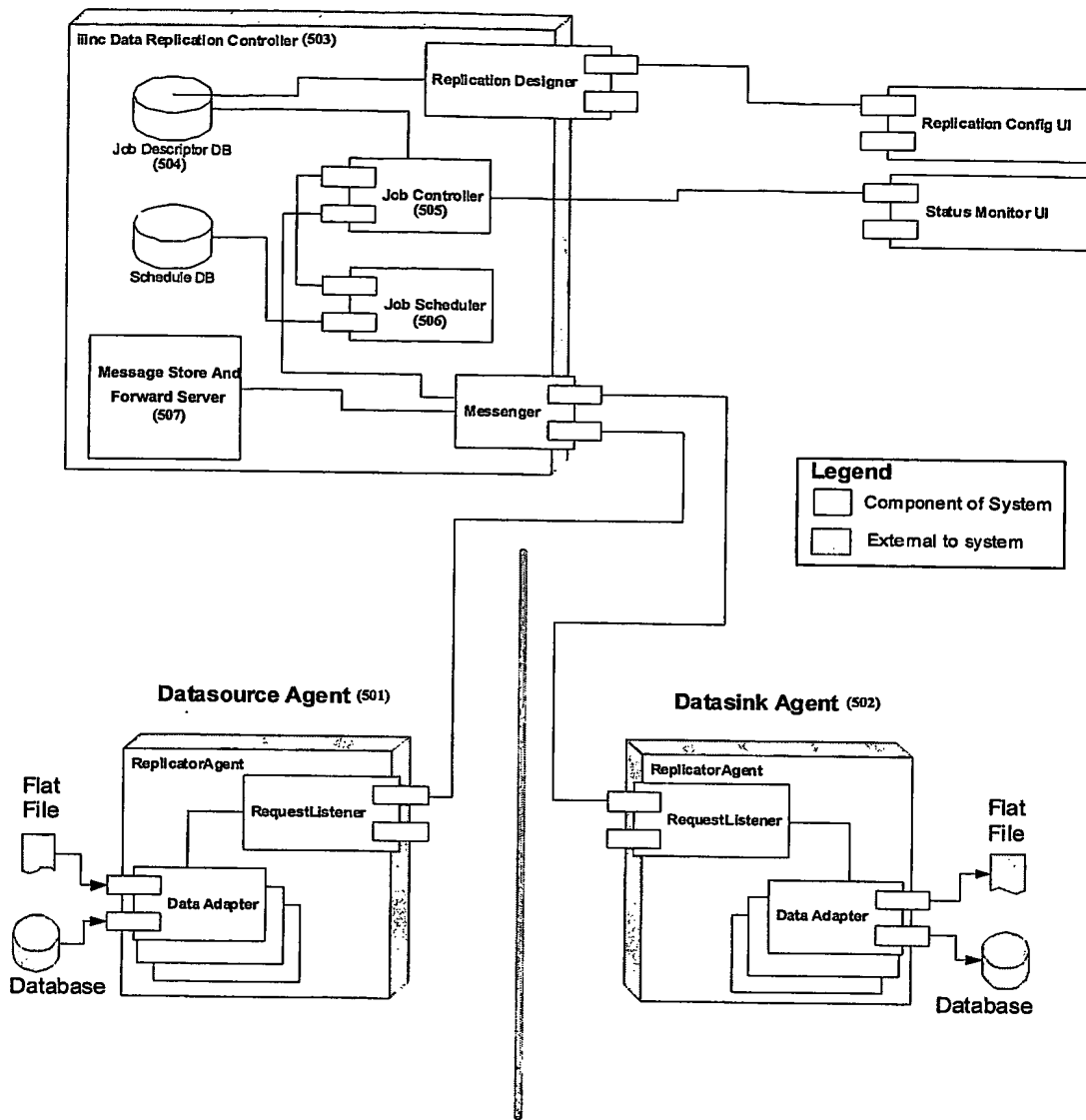


FIGURE 19

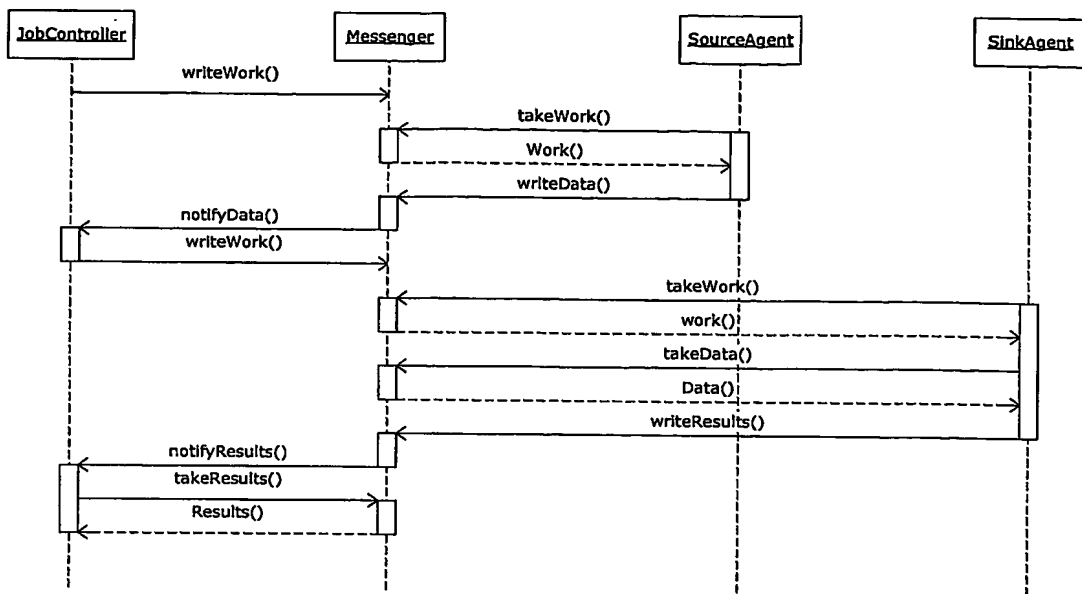


FIGURE 20

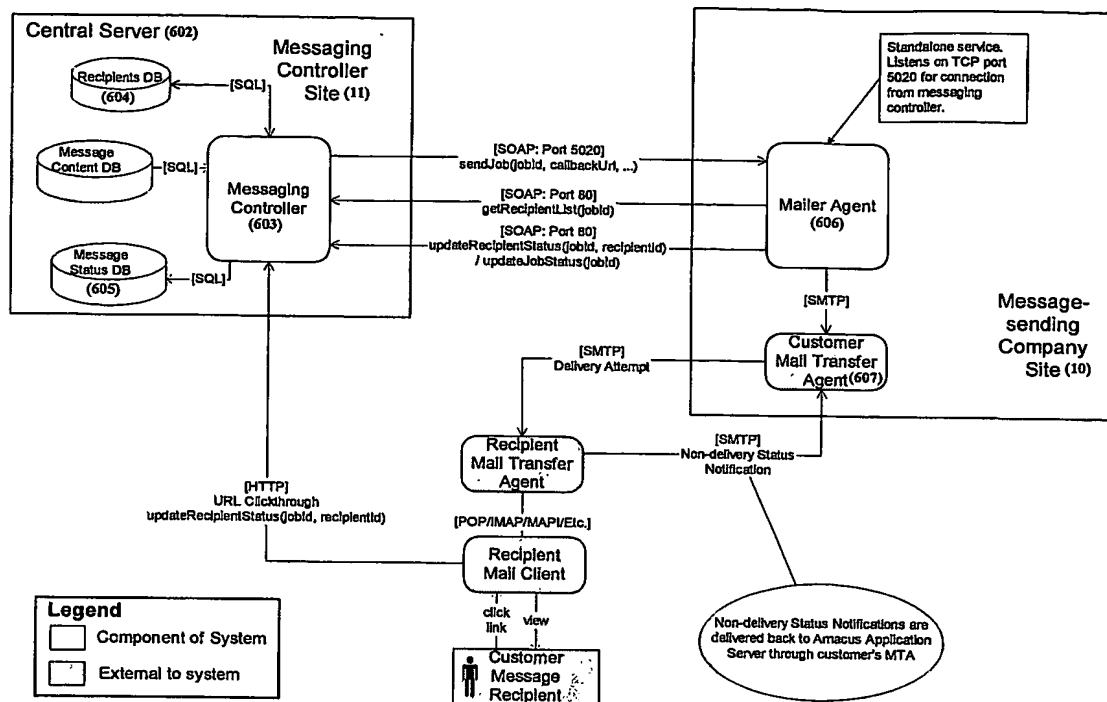


FIGURE 21

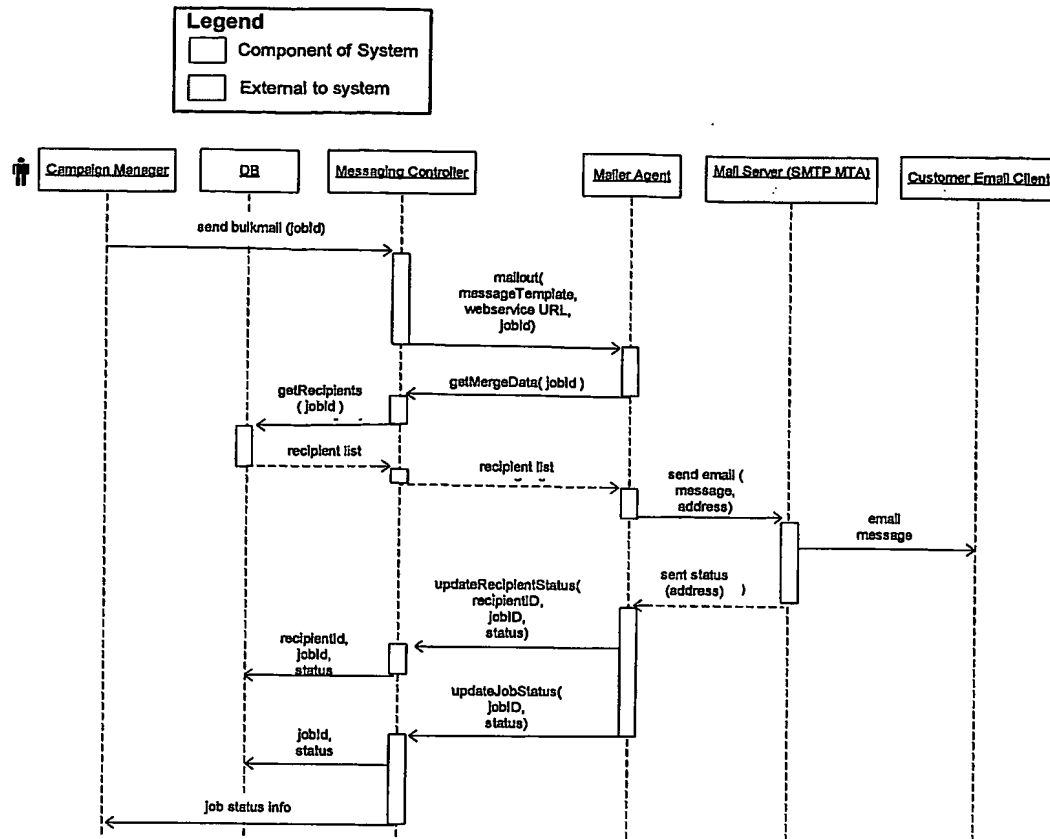


FIGURE 22

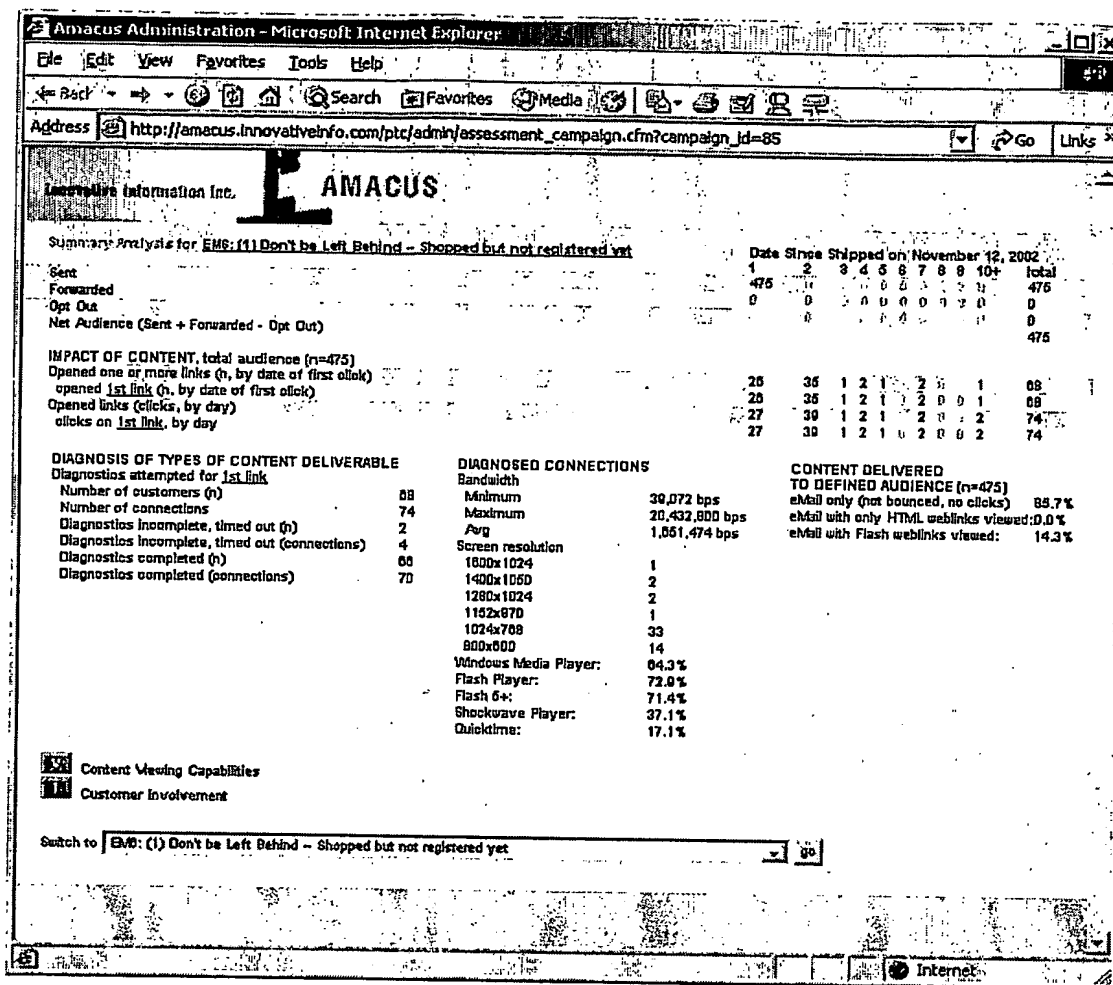


FIGURE 23

Amacus Administration - Microsoft Internet Explorer

Address: http://amacus.innovativeinfo.com/ptc/admin/assessment\_engagement.cfm?campaign\_id=65

Customer Involvement for EUS: (1) Don't be Left Behind - Shopped but not registered yet

1 - 50 of 475 found

Jump to: [1] [2] [3] [4] [5] [6] [7] [8] [9] [10] [11] [12] [13] [14] [15] [16] [17] [18] [19] [20] [21] [22] [23] [24] [25] [26] [27] [28] [29] [30] [31] [32] [33] [34] [35] [36] [37] [38] [39] [40] [41] [42] [43] [44] [45] [46] [47] [48] [49] [50] [51] [52] [53] [54] [55] [56] [57] [58] [59] [60] [61] [62] [63] [64] [65] [66] [67] [68] [69] [70] [71] [72] [73] [74] [75] [76] [77] [78] [79] [80] [81] [82] [83] [84] [85] [86] [87] [88] [89] [90] [91] [92] [93] [94] [95] [96] [97] [98] [99] [100] [101] [102] [103] [104] [105] [106] [107] [108] [109] [110] [111] [112] [113] [114] [115] [116] [117] [118] [119] [120] [121] [122] [123] [124] [125] [126] [127] [128] [129] [130] [131] [132] [133] [134] [135] [136] [137] [138] [139] [140] [141] [142] [143] [144] [145] [146] [147] [148] [149] [150] [151] [152] [153] [154] [155] [156] [157] [158] [159] [160] [161] [162] [163] [164] [165] [166] [167] [168] [169] [170] [171] [172] [173] [174] [175] [176] [177] [178] [179] [180] [181] [182] [183] [184] [185] [186] [187] [188] [189] [190] [191] [192] [193] [194] [195] [196] [197] [198] [199] [200] [201] [202] [203] [204] [205] [206] [207] [208] [209] [210] [211] [212] [213] [214] [215] [216] [217] [218] [219] [220] [221] [222] [223] [224] [225] [226] [227] [228] [229] [230] [231] [232] [233] [234] [235] [236] [237] [238] [239] [240] [241] [242] [243] [244] [245] [246] [247] [248] [249] [250] [251] [252] [253] [254] [255] [256] [257] [258] [259] [260] [261] [262] [263] [264] [265] [266] [267] [268] [269] [270] [271] [272] [273] [274] [275] [276] [277] [278] [279] [280] [281] [282] [283] [284] [285] [286] [287] [288] [289] [290] [291] [292] [293] [294] [295] [296] [297] [298] [299] [300] [301] [302] [303] [304] [305] [306] [307] [308] [309] [310] [311] [312] [313] [314] [315] [316] [317] [318] [319] [320] [321] [322] [323] [324] [325] [326] [327] [328] [329] [330] [331] [332] [333] [334] [335] [336] [337] [338] [339] [340] [341] [342] [343] [344] [345] [346] [347] [348] [349] [350] [351] [352] [353] [354] [355] [356] [357] [358] [359] [360] [361] [362] [363] [364] [365] [366] [367] [368] [369] [370] [371] [372] [373] [374] [375] [376] [377] [378] [379] [380] [381] [382] [383] [384] [385] [386] [387] [388] [389] [390] [391] [392] [393] [394] [395] [396] [397] [398] [399] [400] [401] [402] [403] [404] [405] [406] [407] [408] [409] [410] [411] [412] [413] [414] [415] [416] [417] [418] [419] [420] [421] [422] [423] [424] [425] [426] [427] [428] [429] [430] [431] [432] [433] [434] [435] [436] [437] [438] [439] [440] [441] [442] [443] [444] [445] [446] [447] [448] [449] [450] [451] [452] [453] [454] [455] [456] [457] [458] [459] [460] [461] [462] [463] [464] [465] [466] [467] [468] [469] [470] [471] [472] [473] [474] [475]

Date & Time of Latest Connection	Email	Customers				Customer Total	Links opened to date from email	Links opened to date via MYE Flash		Links opened to date via MYE HTML	
		Original	Forwarded	Opted Out	Resultant			1st	2nd	1st	2nd
Nov 28   04:37 PM	nikno@beltona.net	1	0	0	1	3	2	0	0	1	0
Nov 18   08:17 PM	msannechan@xoxo.com	1	0	0	1	2	1	0	0	1	0
Nov 16   03:46 AM	dave.shin@com.co.uk	1	0	0	1	1	1	0	0	0	0
Nov 16   08:09 AM	watanabe-a@net2.tustnet.ne.jp	1	0	0	1	1	1	0	0	0	0
Nov 16   02:21 PM	marvander@plus.net	1	0	0	1	1	1	0	0	0	0
Nov 16   11:40 AM	avalani@hawaii.edu	1	0	0	1	1	1	0	0	0	0
Nov 14   08:59 PM	vimato@uvvaly.lv	1	0	0	1	2	1	0	0	1	0
Nov 13   09:33 PM	wannab@et.or.th	1	0	0	1	2	2	0	0	0	0
Nov 13   08:20 PM	pack.theodm@bah.com	1	0	0	1	2	1	0	0	0	0
Nov 13   05:14 PM	stall@stalekom.com.my	1	0	0	1	1	1	0	0	0	0
Nov 13   04:23 PM	john.a.spence@au.pacific.net	1	0	0	1	1	1	0	0	0	0
Nov 13   04:01 PM	tamura.k@nrgs.fujitsu.com	1	0	0	1	2	1	0	0	1	0
Nov 13   03:27 PM	travish@innovativeinfo.com	1	0	0	1	1	1	0	0	0	0
Nov 13   03:13 PM	shouji.ogawara@toshiba.co.jp	1	0	0	1	2	1	0	0	0	0
Nov 13   03:09 PM	sandyp@ntdo.com	1	0	0	1	1	1	0	0	0	0
Nov 13   03:01 PM	markmukai@dui.com	1	0	0	1	1	1	0	0	0	0
Nov 13   02:32 PM	tsk@india.net.id	1	0	0	1	1	1	0	0	0	0
Nov 13   01:32 PM	dennis@redhdc.communizations.com	1	0	0	1	2	2	0	0	0	0
Nov 13   12:46 PM	olivia.robert@red.focal.com	1	0	0	1	2	2	0	0	0	0
Nov 13   11:53 AM	ramona@fl.com.fl	1	0	0	1	1	1	0	0	0	0
Nov 13   11:12 AM	ami.amdt@bea.com	1	0	0	1	3	2	1	0	0	0
Nov 13   11:04 AM	lekhann@thebam.com	1	0	0	1	1	1	0	0	0	0
Nov 13   10:33 AM	amerc@com.bell.ca	1	0	0	1	1	1	0	0	0	0
Nov 13   10:23 AM	hyle.oda@reco.state.n.us	1	0	0	1	1	1	0	0	0	0

FIGURE 24



Amacus Administration - Microsoft Internet Explorer

Address: http://amacus.innovativeinfo.com/ptc/admin/customer\_content\_viewing.cfm?id=1784&search\_by=&searchstring=&target=

AMACUS

Profile of Makoto Makao (makao@abone.net)

Involvement With Our Content

Date of Connection	Target	Customers				Customer Attention Total Links Opened	Links opened to date from the email		Links opened to date via MYF Flash		Links opened to date via MYF html	
		Original N	Forwarded	Opted Out	Resultant N		S2	S1	1st	2nd	1st	2nd
Nov-29-2002	EM: (1) Don't be Left Behind - Shopped but not registered yet				1	1	0	2	1		1	
Nov-12-2002	EM: (1) Don't be Left Behind - Shopped but not registered yet	1	0	0	1	0	0	0	0	0	0	0
Oct-30-2002	EM: (2) Have Shopped but Not registered yet	1			1	1						
Oct-22-2002	EM: (1) To 'Hot' Prospects (they've shopped)	1			1	6	0	2	0	0	0	0
Oct-16-2002	EM: (1) Soft Sell (Know PTC Have Shopped Already)	1	0	0	1	1	0	0	0	0	0	0
Sep-30-2002	PTC 2003 - First EMailing	1	0	0	1	0	0	0	0	0	0	0
Sep-17-2002	PTC 2003 - First EMailing	1	0	0	1	3	2				1	
May-07-2002		1	0	0	1	0	0	0	0	0	0	0
Apr-26-2002		1	0	0	1	1	0	0	0	0	0	0

FIGURE 25

samples showing sales growth of 6% from date of deployment, by customer segment

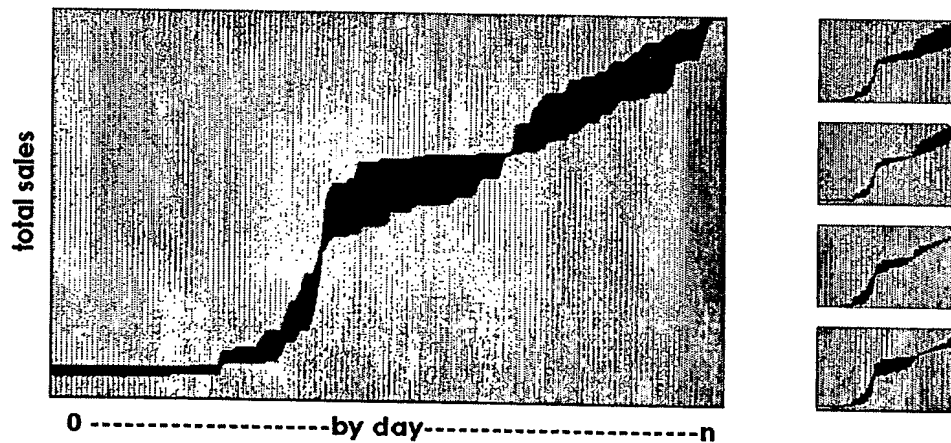


FIGURE 26

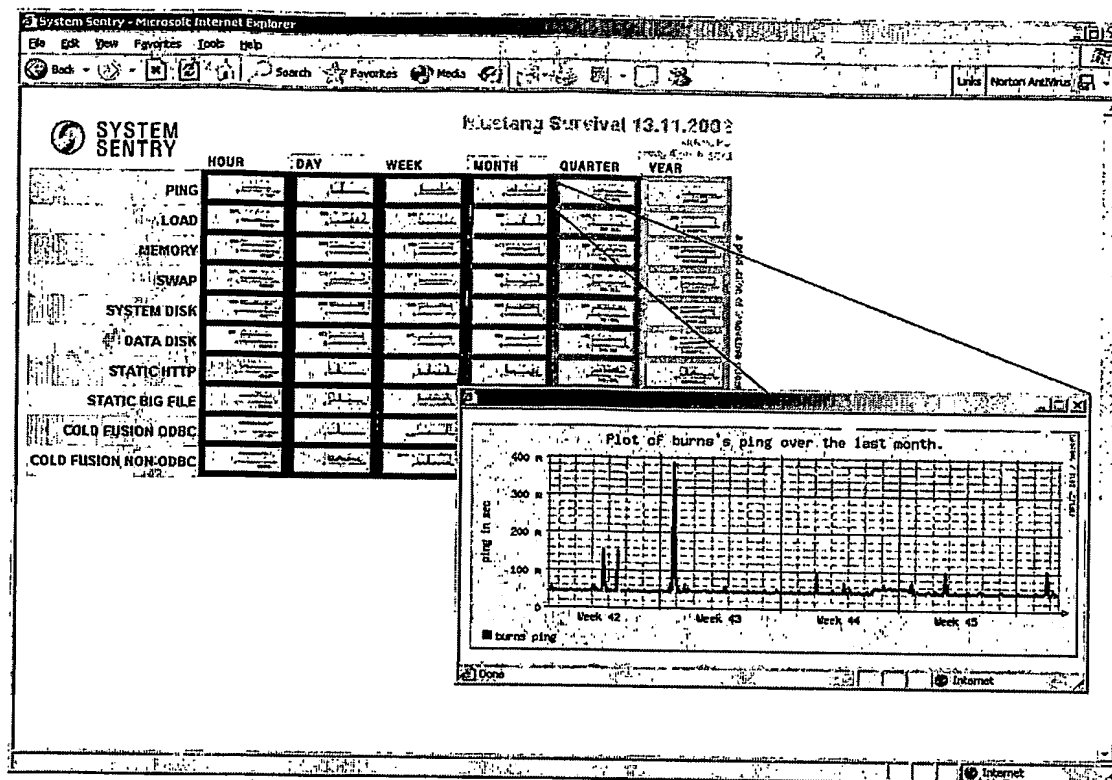


FIGURE 27

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